

# **Securing Key Industry Leadership for Learning Skills (SKILLS) Project**

## ***Request for Proposals (RFP)*** **Application**

*March 11, 2002*



Workforce Training and Education  
Coordinating Board  
PO Box 43105  
Olympia, WA 98504-3105

<p style="text-align: center;">APPLICATION GUIDELINES SKILLS 2002 PROJECTS WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD</p>
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## BACKGROUND

The Workforce Training and Education Coordinating Board (WTECB) requests proposals from organizations interested in convening a SKILLS project. SKILLS (Securing Key Industry Leadership for Learning Skills) 2002 projects continue our initiative enabling businesses in key industries to work together to identify their current and future skill needs and design innovative approaches to address them. Proposals are due May 14, 2002.

This is the third round of SKILLS funding. To see summaries of SKILLS projects funded in the first two rounds, please visit the Workforce Training and Education Coordinating Board's website at: [www.wtb.wa.gov](http://www.wtb.wa.gov) click on Joint RFP Announcement and select Summaries of SKILLS 2000 and 2001 Projects.

## SKILLS PROJECT OVERVIEW

Approximately \$600,000 is available for SKILLS 2002 projects. We anticipate that 8 to 10 projects to be funded. Projects are awarded competitively, based on the criteria in this application. The period of performance is scheduled to begin on or about July 15, 2002, and end on June 30, 2003.

A SKILLS proposal must identify an industry having strategic or competitive advantage in a region's economy. The proposal must describe how an industry-led panel will be created and sustained to assess current skill shortages and future needs and identify solutions. Special consideration will be given to applications that:

1. Focus on an industry cluster. For *examples* of cluster strategies please read Cluster Strategies for Washington: Report for the Office of Trade and Economic Development. The report can be accessed at [www.oted.wa.gov/index.htm](http://www.oted.wa.gov/index.htm), and click on "Report on Key Industry Clusters in Washington."
2. Show a relationship to local Workforce Development Council (WDC) strategic plans and regional economic development strategies. (A region is defined as a Workforce Development Area, an Economic Development Area, a community college district, a region served by an industry association, or another geographic or economic district as appropriate.)
3. Leverage public or private resources.
4. Show a relationship to strategies in "High Skills, High Wages: Washington's Strategic Plan for Workforce Development." High Skills, High Wages can be accessed at: [www.wtb.wa.gov](http://www.wtb.wa.gov), and click on Publications.

## DELIVERABLES/OUTCOMES

See next page for examples.

Selected Strategies in “High Skills, High Wages: Washington’s Strategic Plan for Workforce Development.”	Examples of Project Deliverables/Outcomes aligning to strategies in "High Skills, High Wages”
Provide labor market information that enables programs to respond to changes in the labor market and informs students and customers about current career opportunities.	Conduct a regional industry or "industry cluster" labor market analysis and publish/distribute results.
Form industry skill panels to assess emerging and declining skill needs and develop training programs that meet emerging needs.	Convene and facilitate a regional SKILL Panel in an industry or industry cluster.
Develop modular curricula or assessments linked to industry skill standards.	<ul style="list-style-type: none"> <li>• Update curricula, based on industry skill standards.</li> <li>• Integrate state-approved skills standards into education programs.</li> <li>• Use a set of existing curricula aligning to industry skill standards.</li> <li>• Recommend enhanced skill standards development.</li> <li>• Market a training system to industry associations and educational institutions. Based on existing skill standards, the system would include pre and post-assessments for teachers, workers, employers, and training opportunities.</li> <li>• Create (or use existing) assessment tools to identify skill gaps, skill barriers, individual training plans, basic skill needs, performance measurements, and technical skills, etc.</li> <li>• Develop an implementation plan supporting the strategies listed above.</li> </ul>
Enhance career guidance by forming partnerships with industries to market promising career opportunities. Expand apprenticeship training to nontraditional fields. Develop and implement plans to increase target population employment and promotion in high wage occupations.	Develop a marketing plan and associated marketing materials.
Increase mentor and work-based learning opportunities for students and educators.	Organize mentor and work-based learning opportunities in the industry for high school and adult students.
Build career ladders.	Develop career ladders and other wage progression strategies incorporating existing skill standards in the selected industry (if available).
Increase basic skills instruction in the workplace.	Identify workplace literacy, adult basic education and/or Vocational English-as-a Second Language (ESL) recommendations to close the skill gaps in an industry.
Partner between industry and education and training institutions to provide facilities, faculty, and equipment in high wage, high demand fields.	Develop a plan to sustain a public/private partnership for the industry including plans to use training resources to meet industry skill needs. Develop policy and/or budget recommendations for state consideration.

## ELIGIBLE APPLICANTS

Eligible applicants for SKILLS 2002 project funds include WDCs, industry associations, community and technical colleges, economic development councils, private career schools, and apprenticeship programs.

## APPLICATION PROCESS

Complete applications must arrive at WTECB by 3:00 P.M. on Tuesday, May 14, 2002.

Submit an original and ten (10) copies to:

Pam Lund, Associate Director  
Workforce Training and Education Coordinating Board  
128 10<sup>th</sup> Avenue SW  
PO Box 43105  
Olympia, WA 98504-3105

Letters of Support: Individual letters of support or jointly prepared/jointly signed letters of support, indicating SKILLS Panel commitments and roles, are required from the following groups and organizations:

- Two or more businesses and/or an industry association.
- Workforce Development Council (WDC) in the area(s).
- The local area central labor council(s).
- Economic Development Council(s).
- Community or Technical College(s).
- [Optional] Other organizations as appropriate (e.g. joint apprenticeship and training committees, private career schools).

Faxed applications will not be accepted. Applications can be mailed or hand delivered and must arrive at the WTECB office, in their entirety, on or before the due date/time.

Representatives from industry, education, labor, and government will review the SKILLS proposals. The committee's recommendations will be submitted to WTECB for consideration, and will be used in the determination for funding. All applicants will be notified of their status in June 2002, and final agreements effected in July 2002.

## PROGRESS AND FINAL REPORTS

Progress reports will be due to the state Workforce Board on November 4, 2002, and on March 4, 2003, with a final report due on July 15, 2003.

## WTECB INTENT TO CONTINUE SUPPORT OF SUCCESSFUL SKILLS PROJECTS

WTECB intends to support more advanced stages of SKILLS projects that will assist Skill Panels to move into sustainable public private partnerships. Many national best practices point to the fact that partnerships take time to build. Successful skill panel projects, selected through this RFP, may qualify for future funding based on criteria to be determined. WTECB will be looking for best practices and projects that provide innovative, new, and emerging workforce solutions that address critical workforce challenges of our State.

## BIDDERS' CONFERENCES

Two pre-proposal conferences will be held. The first Bidders' Conference will be held at Highline Community College in Building 7, on March 21, 2002, from 9:00 to 11:00 AM.

The second Bidders' Conference will be broadcast from Olympia from 2:00 to 4:00 PM on March 27, 2002, using televideo equipment. To participate in the March 27 event, interested applicants may go to the following uplink/downlink community and technical college sites:

- Spokane Falls Community College – Library Room 206
- Columbia Basin College, Pasco – Building/Room W-130
- Yakima Valley Community College – Building/Room S-102
- Bellingham Technical College – Building/Room A-7
- Skagit Valley College – Norwood Cole Library Room S-161
- North Seattle Community College – Top Floor of Library
- Bellevue Community College – Building/Room D-251
- Clark College, Vancouver – Library in the Cannell Room

To find out more information about the campus meeting rooms for the March 27 Bidders' Teleconference, go to [www.wtb.wa.gov](http://www.wtb.wa.gov), click on Joint RFP Announcement and select Bidders' Conferences. You may want to return to this web site as March 27 approaches for teleconference updates. If you have questions about the Bidders' Conferences contact Martin McCallum at 360/586-0151 or [mmccallum@wtb.wa.gov](mailto:mmccallum@wtb.wa.gov)

Bidders' Conferences will offer a setting where potential applicants may ask questions and seek clarification and additional information on the following RFPs:

- WTECB Securing Key Leadership for Learning Skills (SKILLS)
- SBCTC High Demand Projects
- SBCTC Skill Standards
- ESD Industries of the Future Skills Training (IFST) focusing on incumbent workers

Bidders' Conferences will also provide guidance on: 1) creative ways to connect the funding initiatives with a common strategic purpose, (both sequential and concurrent, based on where each project is in its development); and 2) sustainable workforce development activities. Attendance is not required. WTECB will post a brief summary of conference questions and answers concerning the SKILLS 2002 RFP on its home page at: [www.wtb.wa.gov](http://www.wtb.wa.gov) Hard copies of the SKILLS Q&A summary will be mailed only upon request.

## ADDITIONAL INFORMATION

If you have any questions on the application process, please contact Martin McCallum at 360/586-0151 or at [mmccallum@wtb.wa.gov](mailto:mmccallum@wtb.wa.gov)

<p style="text-align: center;"><b>APPLICATION INSTRUCTIONS</b> <b>SKILLS 2002 PROJECTS</b> <b>WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD</b></p>
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The following information and criteria will guide development of the application and provide the framework to evaluate your projects. Please limit your application to ten pages, excluding the Cover Page, Budget Summary Worksheet, and letters of support. The application Cover Page and Budget Summary form is attached to this RFP.

1. Cover Page
2. Target Industry or Industry Cluster
  - a. Identify region. Describe or show the project's geographic and economic region.
  - b. Describe the target industry or industry cluster and its importance to future economic growth and development opportunities in the region. Describe the industry's demand for skilled workers.
  - c. Describe key occupations in the industry that are new, need upgrading, or are changing due to technology.
3. SKILLS Panel
  - a. Describe the initial SKILLS panel representatives from business, labor, the Workforce Development Council, economic development councils, community or technical colleges, and other relevant partners, such as industry associations. Describe each organization's role in the panel. Additional members may be added as the panel develops.
  - b. Describe how you will set up the panel so it's industry driven.

Note: A SKILLS panel may grow out of an existing committee, such as an industry association workforce committee, desiring to strengthen its goals and objectives to tie to "High Skills, High Wages." Such a committee would add the representatives indicated in (a) to form a public/private partnership.

4. Project Design
  - a. Describe the project's goals, objectives, strategies, and deliverables.
  - b. Describe how the project will implement strategies in "High Skills, High Wages."
  - c. Include a project schedule indicating when work will begin and come to completion.
  - d. If a targeted labor market analysis is part of the project, describe the methodology.
5. Skill Standards, Curriculum Updates/Development, and Skill Assessments
  - a. Identify any existing skill standards in Washington State for this industry. For Washington's Skill Standards information, go to <http://www.wa-skills.com> contact Sally Zeiger Hanson at 360/ 753-3672 or [shanson@sbctc.ctc.edu](mailto:shanson@sbctc.ctc.edu)
  - b. If the project will revise, enhance, or disseminate skill standards, skill assessments, and training curriculum products, describe: (1) the approach to be used; (2) industry and education coordination; and, (3) how the project will link skill standards, assessment, and curriculum products. This could include products from other states, if relevant to the project (i.e. skills standards developed in

Hawaii). If curricula will be revised, describe any field test plans. If the use and benefits and goals of skill standards will be promoted to the industry, discuss methods and goals.

6. Management

- a. Describe the project team structure, including subcontractors (if known). Identify staff assigned to the project, indicating their responsibilities and qualifications, and include the amount of time each will be assigned to the project. Indicate if the project manager has any direct experience with the identified industry.

7. Accountability

- a. Identify the fiscal agent and describe the agent's ability to administer state/federal grants.

8. Program Sustainability

- a. Describe strategies to ensure the continuation of the SKILLS initiative as a public/private partnership beyond June 30, 2003.
- b. Describe how the SKILLS Panel will integrate with postsecondary institutions, the Workforce Development Council, WorkSource Center partner organizations, and others to address identified training needs.

Note: Successful projects that need more time to develop deeper partnerships may be eligible for funding beyond June 30, 2003 (see page 3).

9. Budget

- a. Complete the attached *Budget Summary Form*.
- b. Describe matching funds to be used in conjunction with the SKILLS grant. While projects do not require a match, grant applicants are encouraged to calculate/solicit matching funds and will be advantaged in the review process if they do so.

<p style="text-align: center;">COVER PAGE SECURING KEY INDUSTRY LEADERSHIP FOR LEARNING SKILLS SKILLS 2002 PROJECT</p>
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Applicant Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Project Manager: \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

SKILLS Project Title: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Proposed Project Start Date: \_\_\_\_\_

Proposed Project End Date: \_\_\_\_\_

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**PROJECT SUMMARY:** Provide a brief (100 words or less) summary of the proposal. The summary should succinctly describe the project concept and expected outcomes that tie to sustaining a public/private workforce development partnership.

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Director of Applicant Organization or designee: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_



**BUDGET SUMMARY WORKSHEET**  
**SECURING KEY INDUSTRY LEADERSHIP FOR LEARNING SKILLS**  
**SKILLS 2002 PROJECT**

Applicant Organization Name: \_\_\_\_\_

Project Title: \_\_\_\_\_

	Grant Fund Requested	Match* (if any)	Total	Narrative
Salaries and Benefits				
Travel				
Goods and Services				
Subcontracts				
Equipment <sup>1</sup>				
Administration (5% maximum of the total SKILLS funds requested)				
<b>TOTAL</b>				

<sup>1</sup> Any proposed equipment with SKILLS funds must be described and justified.

\*List sources of cash or in-kind match funds.

Comments or explanation of extraordinary costs:

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<p style="text-align: center;"><b>CHECKLIST</b> <b>SKILLS 2002 PROJECT APPLICATIONS</b> <b>WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD</b></p>
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This checklist is designed to assist applicant organizations in ensuring that their proposal is completed prior to submitting to WTECB. Please *do not* return this form with your application.

Logistics

- Application due by 3 p.m. on Tuesday, May 14, 2002.
- Ten (10) copies, one with original signatures.
- Application submitted on standard 8 ½" x 11" white paper (one side only).
- Font size no smaller than 12-point type.

Proposal Elements

- Cover page with project summary and applicant organization signature.
- Proposal section follows Application Instructions, parts 2 through 7.
- Budget Summary Worksheet.
- Letters of support attached.
- Our proposal is no more than 10 pages (excluding Cover Page, Budget Summary Worksheet, and letters of support).

SAMPLE EVALUATION FORM  
SKILLS 2002 PROJECTS  
WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD

Proposal Element	Weak	Ade-quate	Strong
<b>Project Summary (on Cover Page)</b>			
<b>Target Industry or Industry Cluster</b> Targeted industry is important to region's economy and has a high demand for skilled workers or a convincing argument has been made. The key occupations are new or changing due to technology. The identified region makes sense. Comments:			
<b>SKILLS Panel</b> The SKILLS panel will include representatives from business, labor, the Workforce Development Council in the area(s), economic development council(s), community and technical college(s), and other relevant partners, such as industry associations. Organizations' roles are appropriate. The panel is designed to be industry-led. Comments:			
<b>Project Design and Objectives</b> The project deliverables support the goals and objectives. The deliverables are reasonable, quantifiable, and link to "High Skills, High Wages." The project schedule is feasible. Methodology for targeted labor market analysis (if part of project) is reasonable. Comments:			
<b>Skill Standards, Curriculum Updates/Development, and Skill Assessments</b> If the project proposes to revise, enhance, or disseminate skill standards, skill assessments, and/or training curriculum products, the proposed approach is reasonable and will coordinate with industry and education. The project has identified any existing skill standards for this industry. Comments:			
<b>Management</b> The project team structure is reasonable, staff/project manager is knowledgeable about the industry and responsibilities are clear. Comments:			
<b>Accountability</b> The fiscal agent has the necessary experience to administer grants. Comments:			
<b>Panel Sustainability</b> The proposal has a reasonable initial plan to ensure the SKILLS panel will take a life of its own as a public private partnership. Comments:			
<b>Plan Budget</b> The budget and narrative are reasonable. Comments:			

Overall Proposal Rating

Please give the SKILLS proposal an overall rating of 0, 1, 2, or 3.

Rating Description	Score (please circle)
The proposal is unsatisfactory – do not support .....	0
The proposal is satisfactory with required changes .....	1
Please list required changes:	
The proposal is satisfactory – do support .....	2
The project is outstanding – support strongly .....	3
Comments:	

## Workforce Development Council Directors

Benton-Franklin WDC  
*WDA 11 - Benton and Franklin Counties*  
Michelle Mann, WDC Director  
815 North Kellogg Street #C  
Kennewick WA 99336  
509/734-5984  
[mmann@bf-wdc.org](mailto:mmann@bf-wdc.org)  
[www.bentonfranklinwdc.com/](http://www.bentonfranklinwdc.com/)

Eastern Washington Partnership WDC  
*WDA 10 - Ferry, Pend Oreille, Garfield, Stevens, Columbia, Lincoln, Whitman, Asotin, and Walla Walla Counties*  
Tom O'Brien, WDC Director  
956 South Main #B  
Colville WA 99114  
509/684-8421  
[tobrien@ruralresources.org](mailto:tobrien@ruralresources.org)  
[www.wa.gov/esd/ewp/](http://www.wa.gov/esd/ewp/)

North Central WDC  
*WDA 8 - Chelan, Okanogan, Grant, Douglas, and Adams Counties*  
Dave Petersen, WDC Director  
North Central WDC  
234 North Mission Avenue  
Wenatchee WA 98807-2360  
509/663-3091  
[dave@skillsource.org](mailto:dave@skillsource.org)  
[www.picw.com/](http://www.picw.com/)

Northwest WDC  
*WDA 3 - Whatcom, Skagit, Island, and San Juan Counties*  
Gay Dubigk, WDC Director  
PO Box 2009  
Bellingham WA 98227-2009  
360/671-1660  
[gdubigk@nwpic.bellingham.wa.us](mailto:gdubigk@nwpic.bellingham.wa.us)  
[www.nwwdc.org/sys-tmpl/door/](http://www.nwwdc.org/sys-tmpl/door/)

Olympic WDC  
*WDA 1 - Clallam, Kitsap, and Jefferson Counties*  
Bert Furuta, WDC Director  
614 Division Street  
Port Orchard WA 98366-4676  
360/337-7185  
[bfuruta@co.kitsap.wa.us](mailto:bfuruta@co.kitsap.wa.us)  
[www.kitsapgov.com/hr/wdcboard.htm](http://www.kitsapgov.com/hr/wdcboard.htm)

Pacific Mountain WDC  
*WDA 2 - Grays Harbor, Mason, Lewis, Thurston, and Pacific Counties*  
Mike Kennedy, WDC Director  
719 Slater-Kinney Road SE #200  
Lacey WA 98503  
360/754-4113 ext 111  
[kennedm@co.thurston.wa.us](mailto:kennedm@co.thurston.wa.us)

Seattle-King County WDC  
*WDA 5 - King County*  
Kris Stadelman, WDC CEO-President  
Market Place One Bldg  
Seattle WA 98121-2162  
206/448-0474 ext 3013  
[kstad@seakingwdc.org](mailto:kstad@seakingwdc.org)  
[www.seakingwdc.org/](http://www.seakingwdc.org/)

Snohomish County WDC  
*WDA 4 - Snohomish County*  
June Sekera, WDC President  
Snohomish County WDC  
917 134th Street SW #B3  
Everett WA 98204-9377  
425/921-3491  
[jsekera@snocowdc.org](mailto:jsekera@snocowdc.org)  
[www.snocowdc.org/](http://www.snocowdc.org/)

Southwest Washington WDC  
*WDA 7 - Cowlitz, Wahkiakum, Skamania, and Clark Counties*  
Beth Taylor, WDC Director  
111 West 39th Street  
Vancouver WA 98660  
360/699-3071  
[beth@wdcsw.org](mailto:beth@wdcsw.org)  
[www.worksource-sw.org/](http://www.worksource-sw.org/)

Spokane Area WDC  
*WDA 12 - Spokane County*  
John Baumhofer, WDC Director  
Spokane Area WDC  
West 808 Spokane Falls Blvd  
Spokane WA 99201  
509/625-6210  
[jbaumhofer@wdcspokane.com](mailto:jbaumhofer@wdcspokane.com)  
[www.wdcspokane.com/](http://www.wdcspokane.com/)

Tacoma-Pierce County WDC  
*WDA 6 - Pierce County*  
Colin Conant, WDC Director  
Tacoma-Pierce County WDC  
3650 South Cedar Street  
Tacoma WA 98409  
253/594-7972  
[cconant@pic.tacoma.wa.us](mailto:cconant@pic.tacoma.wa.us)

Tri-County WDC  
*WDA 9 - Yakima, Kittitas, and Klickitat Counties*  
Patrick Baldoz, WDC Director  
120 South 3rd Street #200A  
Yakima WA 98901  
509/574-1950 ext 1964  
[patrickb@co.yakima.wa.us](mailto:patrickb@co.yakima.wa.us)  
[www.pan.co.yakima.wa.us/e&t/](http://www.pan.co.yakima.wa.us/e&t/)